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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/784,694	02/23/2004	Ismail Cem Paya	MS#304550.01 (MSFT5097)	1307
38779	7590	10/02/2006	EXAMINER	
SENNIGER POWERS (MSFT) ONE METROPOLITAN SQUARE, 16TH FLOOR ST. LOUIS, MO 63102			GORTAYO, DANGELINO N	
			ART UNIT	PAPER NUMBER
			2168	

DATE MAILED: 10/02/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No. 10/784,694	Applicant(s) PAYA ET AL.	
	Examiner Dangelino N. Gortayo	Art Unit 2168	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 23 February 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-34 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-34 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 23 February 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date <u>2/23/04 3/25/05 1/30/06</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. Claims 1-34 are pending.

Information Disclosure Statement

2. Initialed and dated copies of Applicant's IDS forms 1449, filed 2/23/200, 3/25/2005, and 1/30/2006 are attached to the instant Office action.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Calvo et al. ("Calvo" US Patent 7,058,671 B2) in view of Giljum ("Giljum" US Patent 6,745,238 B1)

As per claim 1, Calvo teaches "A method of enabling dynamic aggregation of content from a plurality of content providers," (see Abstract)

"said method comprising: defining a document having a plurality of display areas;" (column 3 line 55 – column 4 line 6, wherein a template to present data consists of blocks of information separated into fields)

"associating the received reference with a display area identifier related to at least one of the plurality of display areas in the defined document;" (column 4 lines 7-18, wherein a template contains data tags specifying content for dynamic web pages)

“and storing the associated reference, the display area identifier, and the content provider identifier in a memory area.” (column 4 lines 18-23, wherein the dynamic information to build a dynamic web page is stored in shared memory)

Calvo does not disclose “receiving a reference from a content provider, said reference identifying content, said content provider having a content provider identifier associated therewith;”

Giljum teaches “receiving a reference from a content provider, said reference identifying content, said content provider having a content provider identifier associated therewith;” (column 7 lines 32-44 and column 11 lines 14-54, wherein content in a database is grouped into folders a user is able to identify, which an administrator can grant access to users.). It would have been at the time of the invention for one of ordinary skill in the art to combine Calvo’s method of delivering dynamic web pages over the Internet with Giljum’s method of identifying content in folders in a content database for use in dynamic web pages to access data from content providers. This gives the user the advantage of simplifying the building of dynamic web pages using templates and identifiers for content in content providers. The motivation for doing so would be to aid in the creation and maintenance of websites by the most appropriate individual. (column 1 lines 55-64)

As per claim 2, Calvo teaches “receiving a request for the document, said request comprising the content provider identifier;” (Figure 3 reference 385, column 5 lines 46-56, column 6 lines 21-26)

“responsive to the received request, retrieving the stored reference and display area identifier based on the content provider identifier;” (column 5 line 20-24, column 5 line 61 – column 6 line 4)

“and inserting the retrieved reference into the document based on the retrieved display area identifier.” (column 5 lines 30-35, column 6 lines 4-9)

As per claim 3, Calvo teaches “sending the document with the reference to the content provider.” (column 5 lines 18-26)

As per claim 4, Calvo teaches “sending the document with the reference to a client computing device, wherein an application program executing on the client computing device renders the document with the reference by retrieving the content from the content provider via the reference and displaying the retrieved content in the display area identified by the display area identifier.” (column 5 lines 30-43)

As per claim 5, Calvo teaches “defining the document having the plurality of display areas comprises defining a web page having a plurality of frames.” (column 3 lines 36-45)

As per claim 6, Calvo teaches “receiving the reference from the content provider comprises receiving a hyperlink from the content provider.” (column 2 lines 58-62)

As per claim 7, Calvo teaches claim 1 above. Additionally, Calvo teaches “one or more computer-readable media have computer-executable instructions for performing the method” (column 7 lines 6-14)

As per claim 8, Calvo teaches " A method of enabling dynamic aggregation of content from a plurality of content providers," (see Abstract)

"said method comprising: defining a web page having a plurality of frames;" (column 3 line 55 – column 4 line 6, wherein a template to present data consists of blocks of information separated into fields)

"associating the received hyperlink with a frame identifier related to one of the plurality of frames in the defined web page;" (column 4 lines 7-18, wherein a template contains data tags specifying content for dynamic web pages)

"and storing the associated hyperlink, the frame identifier, and the content provider identifier in a memory area." (column 4 lines 18-23, wherein the dynamic information to build a dynamic web page is stored in shared memory)

Calvo does not disclose "receiving a hyperlink from a content provider, said hyperlink identifying content associated with the content provider, said content provider having a content provider identifier associated therewith;"

Giljum teaches "receiving a hyperlink from a content provider, said hyperlink identifying content associated with the content provider, said content provider having a content provider identifier associated therewith;" (column 7 lines 32-44 and column 11 lines 14-54, wherein content in a database is grouped into folders a user is able to identify, which an administrator can grant access to users.). It would have been at the time of the invention for one of ordinary skill in the art to combine Calvo's method of delivering dynamic web pages over the Internet with Giljum's method of identifying content in folders in a content database for use in dynamic web pages to access data

from content providers. This gives the user the advantage of simplifying the building of dynamic web pages using templates and identifiers for content in content providers. The motivation for doing so would be to aid in the creation and maintenance of websites by the most appropriate individual. (column 1 lines 55-64)

As per claim 9, Calvo teaches “receiving a request for the web page, said request comprising the content provider identifier;” (Figure 3 reference 385, column 5 lines 46-56, column 6 lines 21-26)

“responsive to the received request, retrieving the stored hyperlink and frame identifier based on the content provider identifier;” (column 5 line 20-24, column 5 line 61 – column 6 line 4)

“and inserting the retrieved hyperlink into the web page based on the retrieved frame identifier.” (column 5 lines 30-35, column 6 lines 4-9)

As per claim 10, Calvo teaches “receiving the request comprises receiving a dynamic uniform resource locator having the content provider identifier as a query string parameter.” (column 2 lines 54-62)

As per claim 11, Calvo teaches “sending the web page with the hyperlink to the content provider.” (column 5 lines 18-26)

As per claim 12, Calvo teaches “sending the web page with the hyperlink to a client computing device, wherein a web browser executing on the client computing device renders the web page with the hyperlink by downloading the content from the content provider via the hyperlink and displaying the downloaded content in the frame identified by the frame identifier.” (column 5 lines 30-43)

As per claim 13, Calvo teaches “defining the web page comprises defining the web page using a hypertext markup language.” (column 3 lines 36-45)

As per claim 14, Calvo teaches claim 8 above. Additionally, Calvo teaches one or more computer-readable media have computer-executable instructions for performing the method” (column 7 lines 6-14)

As per claim 15, Calvo teaches “One or more computer-readable media having computer-executable components for enabling dynamic aggregation of content from a plurality of content providers,” (see Abstract)

“said components comprising: a template component to define a document having a plurality of display areas;” (column 3 line 55 – column 4 line 6, wherein a template to present data consists of blocks of information separated into fields)

“said interface component further adapted to associate the received reference with a display area identifier related to at least one of the plurality of display areas in the document defined by the template component;” (column 4 lines 7-18, wherein a template contains data tags specifying content for dynamic web pages)

“and a memory component to store the reference, the display area identifier, and the content provider identifier in a memory area.” (column 4 lines 18-23, wherein the dynamic information to build a dynamic web page is stored in shared memory)

Calvo does not disclose “an interface component to receive a reference from a content provider, said reference identifying content, said content provider having a content provider identifier associated therewith,”

Giljum teaches “an interface component to receive a reference from a content provider, said reference identifying content, said content provider having a content provider identifier associated therewith,” (column 7 lines 32-44 and column 11 lines 14-54, wherein content in a database is grouped into folders a user is able to identify, which an administrator can grant access to users.). It would have been at the time of the invention for one of ordinary skill in the art to combine Calvo’s method of delivering dynamic web pages over the Internet with Giljum’s method of identifying content in folders in a content database for use in dynamic web pages to access data from content providers. This gives the user the advantage of simplifying the building of dynamic web pages using templates and identifiers for content in content providers. The motivation for doing so would be to aid in the creation and maintenance of websites by the most appropriate individual. (column 1 lines 55-64)

As per claim 16, Calvo teaches “the interface component is further adapted to receive a request for the document, said request comprising the content provider identifier.” (Figure 3 reference 385, column 5 lines 46-56, column 6 lines 21-26)

As per claim 17, Calvo teaches “the memory component, responsive to the request received by the interface component, is further adapted to retrieve the stored reference and display area identifier based on the content provider identifier.” (column 5 line 20-24, column 5 line 61 – column 6 line 4)

As per claim 18, Calvo teaches “a generation component to insert the reference retrieved by the memory component into the document based on the display area

identifier retrieved by the memory component.” (column 5 line 20-24, column 5 line 61 – column 6 line 4)

As per claim 19, Calvo teaches “the interface component is further adapted to send the document with the reference inserted by the generation component to a client computing device, wherein an application program executing on the client computing device renders the document with the reference by retrieving the content from the content provider via the reference and displaying the retrieved content in the display area identified by the display area identifier.” (column 5 lines 30-43)

As per claim 20, Calvo teaches “the template component is further adapted to define a web page having a plurality of frames.” (column 3 lines 36-45)

As per claim 21, Calvo teaches “the interface component is further adapted to receive a hyperlink from the content provider.” (column 2 lines 58-62)

As per claim 22, Calvo teaches “A system for enabling dynamic aggregation of content from a plurality of content providers,” (see Abstract)

“said system comprising: a first memory area to store a document defining a plurality of display areas;” (column 3 line 55 – column 4 line 6, wherein a template to present data consists of blocks of information separated into fields)

“wherein each of the plurality of references is associated with one of the plurality of display areas in the document stored by the first memory area;” (column 4 lines 7-18, wherein a template contains data tags specifying content for dynamic web pages)

“and a computing device to dynamically insert each of the plurality of references stored in the second memory area into the associated display area of the document stored in the first memory area responsive to a request for the document.” (column 4 lines 18-23, wherein the dynamic information to build a dynamic web page is stored in shared memory)

Calvo does not disclose “a second memory area to store a plurality of references each identifying content associated with a content provider,”

Giljum teaches “a second memory area to store a plurality of references each identifying content associated with a content provider,” (column 7 lines 32-44 and column 11 lines 14-54, wherein content in a database is grouped into folders a user is able to identify, which an administrator can grant access to users.). It would have been at the time of the invention for one of ordinary skill in the art to combine Calvo’s method of delivering dynamic web pages over the Internet with Giljum’s method of identifying content in folders in a content database for use in dynamic web pages to access data from content providers. This gives the user the advantage of simplifying the building of dynamic web pages using templates and identifiers for content in content providers. The motivation for doing so would be to aid in the creation and maintenance of websites by the most appropriate individual. (column 1 lines 55-64)

As per claim 23, Calvo teaches “the computing device is further adapted to send the document with the plurality of references to a client application program responsive to a request for the document.

As per claim 24, Calvo teaches “the client application program executes to retrieve the content via the references and to render the content in the document.” (column 5 line 20-24, column 5 line 61 – column 6 line 4)

As per claim 25, Calvo teaches “the document comprises a web page, wherein each of the references comprises a hyperlink, and wherein each of the display areas comprises a frame.” (column 2 lines 58-62, column 3 lines 36-45,)

As per claim 26, Giljum teaches “one of the plurality of references comprises a reference to a user authentication service.” (Figure 6, 7, column 7 line 59 – column 8 line 17)

As per claim 27, Calvo teaches “each of the plurality of references identifies content from a different content provider.” (column 2 lines 58-62)

As per claim 28, Giljum teaches “the content identifies the content provider associated therewith.” (column 11 lines 14-22)

As per claim 29, Calvo teaches “the content comprises one or more of the following: text, graphics, audio, and video.” (column 2 lines 58-62)

As per claim 30, Calvo teaches “A web service for cobranding a login user interface,” (see Abstract)

“said web service comprising: a web page defining a plurality of frames;” (column 3 line 55 – column 4 line 6, wherein a template to present data consists of blocks of information separated into fields)

"wherein each of the plurality of hyperlinks is associated with one of the plurality of frames defined in the web page,"(column 2 lines 58-62, wherein links from a client are analyzed)

"and computer-executable instructions to dynamically insert each of the plurality of hyperlinks into the associated frame in the web page responsive to a request for the web page." (column 4 lines 7-18, wherein a template contains data tags specifying content for dynamic web pages)

Calvo does not disclose "a plurality of hyperlinks each identifying content associated with a content provider... wherein the content for one of the plurality of hyperlinks includes a user name text box and a password text box;"

Giljum teaches "a plurality of hyperlinks each identifying content associated with a content provider... wherein the content for one of the plurality of hyperlinks includes a user name text box and a password text box;" (column 7 line 32 – column 8 line 16 and column 11 lines 14-54, wherein content in a database is grouped into folders a user is able to identify, which an administrator can grant access to users.). It would have been at the time of the invention for one of ordinary skill in the art to combine Calvo's method of delivering dynamic web pages over the Internet with Giljum's method of identifying content in folders in a content database for use in dynamic web pages to access data from content providers. This gives the user the advantage of simplifying the building of dynamic web pages using templates and identifiers for content in content providers. The motivation for doing so would be to aid in the creation and maintenance of websites by the most appropriate individual. (column 1 lines 55-64)

As per claim 31, Calvo teaches “the computer-executable instructions, when executed, send the web page with the plurality of hyperlinks to a client responsive to a request for the document from the client.” (column 5 lines 18-26)

As per claim 32, Calvo teaches “the client comprises an application program or a computing device or both.” (column 2 lines 52-56)

As per claim 33, Calvo teaches “the client retrieves the content identified by each of the hyperlinks and renders the retrieved content in the associated frames in the web page.” (column 5 lines 30-43)

As per claim 34, Calvo teaches “another plurality of hyperlinks each identifying content associated with another content provider, and wherein the computer-executable instructions execute, responsive to a request from the another content provider, to dynamically retrieve the another plurality of hyperlinks and to insert the retrieved another plurality of hyperlinks into the associated frames in the web page.” (column 4 lines 44-54, column 5 line 4-11)

Conclusion

5. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Roman et al. (US Publication 2004/011424 A1)

Twaddle (US Publication 2004/0015476 A1)

Snavey (US Patent 6,950,983 B1)

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Dangelino N. Gortayo whose telephone number is (571)272-7204. The examiner can normally be reached on M-F 7:30-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tim T. Vo can be reached on (571)272-3642. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Dangelino N. Gortayo
Examiner

Tim T. Vo
SPE



TIM VO
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100